

# Energy Solutions for Retail



## is an ENERGY STAR® Service and Product Provider Partner. We Can Help.

In the world of retail, customers are priority one. But it takes careful administration of stores and sound management of finances to ensure continued business success and a quality shopping experience for consumers.

As an ENERGY STAR Service and Product Provider, we can help you reap the financial and environmental benefits of superior energy efficiency. ENERGY STAR is a partnership among government, business, and consumers, united in pursuit of a common goal—to protect our environment for future generations. ENERGY STAR is recognized by more than 65 percent of the American public. Look to our ENERGY STAR expertise to help your organization:

- > Reduce energy costs and operating expenses.
- > Increase customer satisfaction and attraction.
- > Improve employee productivity and health.
- > Demonstrate environmental leadership by reducing greenhouse gas emissions that contribute to global warming.
- > Display social responsibility to consumers and the larger public.

### Rising Greenhouse Gas Emissions

Over the next 25 years, greenhouse gas emissions from buildings are projected to grow faster than any other sector, with emissions from commercial buildings leading the way—a projected 1.8 percent a year through 2030.

## The Benefits of Energy Efficiency

Retail companies spend nearly \$20 billion on energy each year. Through improvements in energy performance, retailers can enhance corporate profitability, augment customer and employee comfort, reduce their carbon footprint, and increase the nation's energy security.

Starting with low-cost approaches to energy efficiency improvements, all retailers can realize significant savings and leverage those savings into more extensive energy performance upgrades in the future. Supplementary benefits of cost-effective investments include increased sales, higher profit margins, increased worker productivity, and enhanced reputation for your organization as a "climate steward."

### In Focus

For the average supermarket, a 10 percent reduction in energy costs can:

- > Raise net profit margins by as much as 16 percent.
- > Increase sales per square foot by \$44.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency. Learn more at [energystar.gov](http://energystar.gov).



## Turn to an ENERGY STAR Service and Product Provider Partner

As an ENERGY STAR Service and Product Provider Partner, we have the experience and access to the tools needed to implement energy-efficient strategies that are right for you. We adhere to the EPA Guidelines for Energy Management, a proven strategy that will allow your organization to gain control of energy expenses and improve your bottom line. We will help you assess your energy performance, and recommend low-cost upgrades, cost-effective investments, and longer-term strategies that make the most sense for you.

### Let Us Work with You To:

- > **Assess the Energy Performance of Your Stores.** Using EPA's Energy Performance Rating System, we will identify improvement opportunities by rating the efficiency of your stores relative to similar buildings nationwide. ENERGY STAR offers the ability to benchmark supermarkets and retail space-types.
- > **Set Energy Performance Goals.** We use EPA's Commercial Building Design Guidance to help you set meaningful goals and develop energy efficiency plans for new and existing stores.
- > **Create and Implement an Action Plan.** We use the guidance provided in the ENERGY STAR Building Upgrade Manual to justify projects in powerful financial terms, prioritize opportunities, and establish plans for reaching your goals.
- > **Calculate Financial Value.** To help you quantify and communicate the value of improved energy efficiency, we will help you utilize EPA's Financial Value Calculator to compute your organization's potential financial returns from energy performance projects.
- > **Evaluate Your Progress.** Once a project is underway, we will work with you to track energy use and financial savings, and compare improved energy performance against your goals through the Energy Performance Rating System.

**"JCPenney's goal is to be a leader in performance and execution within the retail industry. Aggressive energy management plays a vital role in moving us toward this goal. We continually stress that for a company of our size, even small improvements can add up to significant economic and environmental benefits."**

—Myron E. Ullman, III,  
JCPenney Chairman and CEO

*JCPenney was awarded ENERGY STAR Partner of the Year in 2007 for excellence in energy management.*

### We Can Also Help you:

- > **Become an ENERGY STAR Partner.** Make a commitment to energy excellence by becoming an ENERGY STAR Partner.
- > **Get Recognition for Your Achievements.** Buildings that rate in the top 25 percent of facilities in the nation for energy performance can qualify for the prestigious ENERGY STAR label. ENERGY STAR Partners also receive benefits from joining the program. Once you are a partner, we assist you in documenting and communicating project success. Partners can gain recognition through leadership awards, publicized case studies, and more.
- > **Fight Global Warming.** By reducing your energy use through energy performance upgrades, you will also minimize your greenhouse gas emissions, which contribute to global warming.

To Begin Taking Advantage of the Benefits of Improved Energy Performance, Contact:

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency. Learn more at [energystar.gov](http://energystar.gov).

